

SAY GOODBYE TO SILOS

HARNESS MCH'S QUALITY
DATA WHEN AND HOW
YOU NEED IT.

MCHDATA.COM
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**MCH DATA
DELIVERY
SOLUTIONS**

IMPROVE STRATEGIC DECISION-MAKING AND INCREASE YOUR COMPETITIVE EDGE.

Data integration is a must for modern businesses to improve strategic decision-making and to increase their competitive edge. MCH makes it easy to integrate our data into your sales and marketing stacks.

\$9.7 MILLION

According to Gartner, the average financial impact of bad data on businesses.

2% PER MONTH

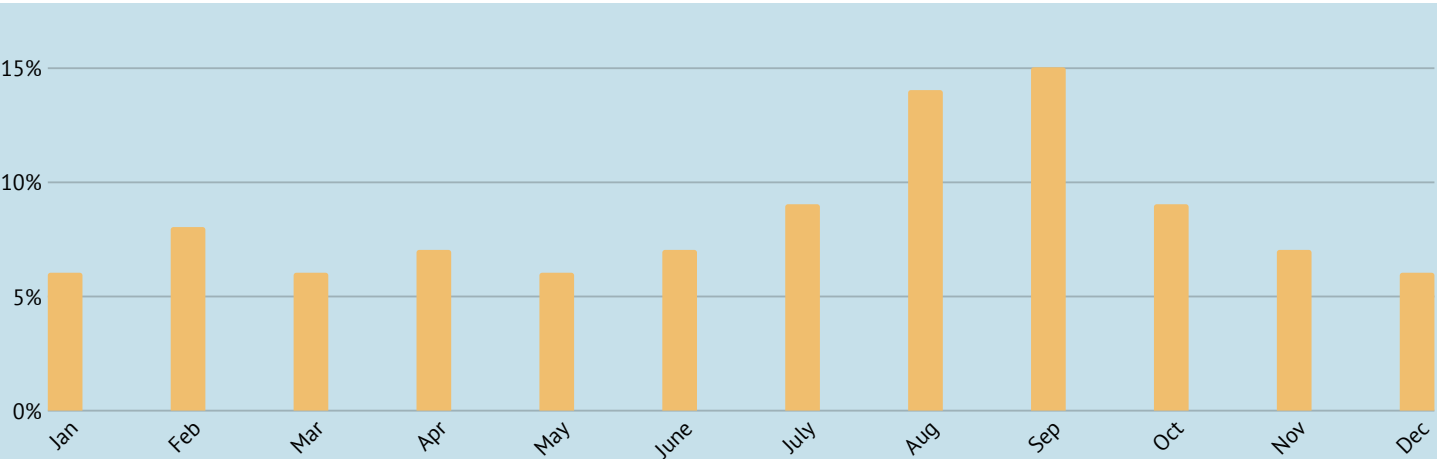
Average rate a B2B list decays (MCH Strategic Data).

MCH MAKES IT EASY TO COMBAT LIST DECAY

Getting MCH data on a continuous basis will enable you to update names, phone numbers, emails and have access to popular attributes. This enables you to keep your sales and marketing funnel full while maintaining data hygiene to improve marketing programs and email deliverability.

% OF EDUCATORS ADDED MONTH OVER MONTH BY MCH

MCH Education Database



GET REAL-TIME INTELLIGENCE

Why wait for days to crunch numbers when you can have access to results in real-time? Improve speed-to-market and make more informed decisions faster.

30%

Every year, 25-30% of data becomes inaccurate, leading to poor decisions (Marketing Sherpa).

62%

Organizations that rely on marketing and prospect data that's up to 40% inaccurate (siriusdecisions.com).

IMPROVE DATA HYGIENE

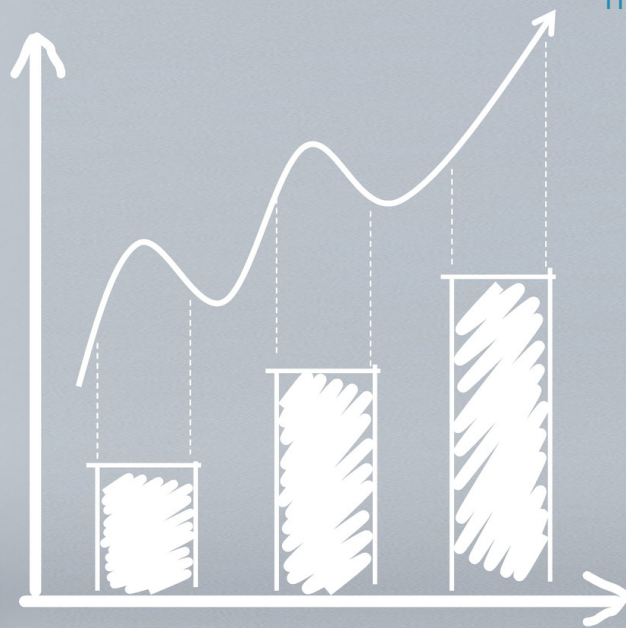
Eliminate the risk of manually updating data and improve overall data hygiene. Clean data improves sales and marketing efficiencies, email deliverability and more.

IT'S NOT JUST ABOUT DATA INTEGRATION, IT'S ABOUT INTEGRATING THE RIGHT DATA.

Exclusive to MCH Strategic Data - Education Data

MONITOR TECHNOLOGY

Our technology innovations have set a new bar for data compilation, verifying millions of institutions and contacts every month. MCH's volume and quality of updates is unmatched in the education industry. You get the information when it is super fresh, at the start of the school year, and updates throughout.



MCH DATA DELIVERY OPTIONS

MCH Data Cloud

- MCH builds relational databases that clients can access in Azure environments.
- Gain insights on demand.

DATALOCITY

- Plug and play application that integrates MCH data into popular CRMs and MAPs.
- Currently available for Salesforce, Marketo and HubSpot.

SECURE FTP

- Clients who need a simple solution can get regular or on-demand datasets via FTP.

API

- REST style web services implementing the GET, POST and PUT HTTP methods available.

INFINITE ACCESS

- ASP.NET application that provides detailed demographic information on schools, districts, and child care.